

DAYTONA AND ITS ATTRACTIONS.

DAYTONA is situated upon the west bank of the Halifax River at its narrowest point and midway between its source at Bulow Bay and its outlet at Mosquito Inlet. It is in latitude 29, seventy-four miles from St. Augustine and one mile from the Atlantic Ocean, and is acknowledged to be without a rival for beauty among the villages of the South. Its site is upon what is known as high hammock land that was crowned by nature with a most royal growth of majestic forest trees, and among these trees is the town of today, with its beautiful cottages and well-graded walks and streets. The result is that all along the wide avenues that intersect the town are lovely live oak and water oaks and hickories, many of them draped with graceful festoons of the gray Spanish moss, that overarch the street and walks, and among these are interposed tall tropical palm trees, glossy-leaved magnolias, fragrant bay and coral-barked holly, and many other varieties, while in many places the wild grape, the trumpet vine and the amplexicaule clematis and other vines, the branches forming shady bowers and adding grace and beauty.

The town lies parallel with the Halifax River, and extends for nearly two miles along the shore. The river is the delight of the angler and the yachtsman and forms one of the town's greatest attractions.

The main avenues that run parallel with or intersect the river are all 100 feet wide, except Beach street, which is about sixty-five feet, but has a half-mile of open, beautiful water abutting upon its eastern side, where the salt waves ebb and flow and along and across which comes the cooling, invigorating and health-giving breezes from off the wide Atlantic, which render the Halifax climate one of the most perfect in the world. Daytona has many miles of well-graded, macadam and shell roads and streets, rendering it the

Wheelman's Paradise
and added to these, but a mile away, are thirty miles of smooth, hard beach, that affords an unrivalled course for long-distance cycling and driving or automobile racing. No town of equal size, North or South, numbers so many wheelmen, and cycling is a favorite pastime with the tourists summer and winter.

The Beautiful Cottages
that have been erected during the past years and are being built are rendering Daytona as famous for its fine homes as for its beautiful river, trees and avenues, and they are adding yearly to its attractions.

Not the least of these attractions to those seeking homes in the South, and ranking second only to healthfulness and perfection of climate, is the fact that its population is chiefly composed of cultivated and intelligent people, accustomed to the refinements of home and social life. Added to these features are good churches, good public and private schools, stores, hotels, laundry, meat markets, novelty works, an opera house, electric lights for street and house illumination, a good telephone system, ice factory, Lily Water Works, and hot and cold baths, etc., and everything else can be procured that is necessary to make life comfortable. An important feature in the healthfulness of this town is the

Water Supply
which is derived from numerous flowing wells, of which there are probably 300 in the corporate limits. This flow is secured by boring wells to the depth of from 80 to 120 feet, passing through several strata of rock, and this depth assures purity from all surface contamination. The water is slightly impregnated with magnesia and iron, and holds sulphur in the shape of gas, which soon passes away.

The Population of Daytona
proper is about 1,800. Added to this is a suburban population on main shore and peninsula of about 1,000 at Kingston, Blake, Old Seabreeze or Goodall, Seabreeze and Silver Beach, which are properly a part of the town and population.

Daytona Beach
lies one mile east of the town. It is approached by three good bridges over the river and well-graded avenues, and is the principal summer resort south of St. Augustine. It has more tourists during the summer than all other places south of that city combined, and is also becoming a favorite winter resort. The beach is wide, firm and smooth, by many considered the finest in the world, and the surf bathing is safe and excellent summer and winter. People who have tried Northern and Western summer resorts declare that there are none so perfect in comfort as Daytona beach.

Automobile Race Meet.
The Florida East Coast Automobile Association conducts an annual race meet on the beach, which has now a universal reputation as the greatest automobile race course in the world. The Daytona-Ormond Beach is hard as macadam, and an ideal stretch of thirty or more miles without a break makes it the natural racing ground for America.

At low tide the beach is bare for 300 feet and neither carriage wheel, bicycle or pedestrian can make a barely visible imprint on the smooth and well-packed sand. It is no uncommon sight to see sail-rigged bicycles speeding with the velocity of the wind before a stiff breeze along the smooth beach, thus affording the most exhilarating sport known to man. Besides these, miles of hard-shelled, palm-fringed boulevards bring the lovers of

DOUGLASS

SHOES

WALKOVER

CLAPP SHOES

DOROTHY DODD

CORRECT FOOTWEAR

M. B. AULTMAN

The wheel and vehicles are in touch with the mainland over the broad bridges which span the splendid Halifax River.

The beach from the sandy bluffs to the lowest point at eddies, measures about 500 feet, and the average depth of the surf measures about two feet. A continuous gentle swell rolls in from the ocean from one to two feet in depth under normal conditions, making the beach an attractive and also safely safe place for surf bathing. Here the infant as well as the grey-haired veteran of many summers, can safely enjoy the luxury of a sea bath throughout the larger part of the year, while the strong and expert swimmer, can venture out further to test his strength and skill in battling with the inexhaustible powers of the mighty ocean.

The Peninsula
lying between river and ocean is one half mile wide, and is being rapidly improved, and there are many fine cottages and several good hotels, an opera house, two ocean piers, beach pavilion and a large casino.

A Remarkable Feature
at Daytona has been the yearly improvement in the style and value of the buildings that are being erected for homes. Men of capital of the North and West have become awakened to its advantages for winter residences, and valuable lots are being purchased and costly houses, beautiful in design and finish, are being erected, and beautiful homes, the abodes of wealth and culture are multiplying.

Seabreeze (City Beautiful) and Goodall are settlements on the Ocean side of the peninsula across the Halifax River from Daytona.

At the foot of Ocean Boulevard, Seabreeze, a pier reaches 600 feet across the beach into the swelling surf of the ocean. This pier is a favorite resort of those who delight in the sport of fishing. The surf here abounds in trout, pompano, yellowtail, cavalle, whiting, drum, sheephead and many other varieties of edible fish. During the fall season the famous sea bass affords royal sport, and it has been no uncommon occurrence to land a thousand pounds of this gamey fish in an afternoon, individuals of them ranging from fifteen to thirty-five pounds in weight. Not only does the ocean offer this splendid sport but the Halifax River, only half a mile back of the ocean, is equally famous for its fine fishing, and the varieties that abound in the ocean are present in the river.

Hunting and fishing good. Experienced guides and dogs may be had at reasonable prices.

Low Tide on the Beach.

DATE	A. M.	P. M.	DATE	A. M.	P. M.
Jan. 1	6:00	6:30	Jan. 18	7:30	7:55
" 2	7:00	7:25	" 19	8:25	8:50
" 3	7:55	8:15	" 20	9:25	9:50
" 4	8:50	9:10	" 21	10:25	10:50
" 5	9:45	10:05	" 22	11:25	11:50
" 6	10:40	11:00	" 23	12:25	12:50
" 7	11:35	11:55	" 24	1:25	1:50
" 8	12:30	12:50	" 25	2:25	2:50
" 9	1:25	1:45	" 26	3:25	3:50
" 10	2:20	2:40	" 27	4:25	4:50
" 11	3:15	3:35	" 28	5:25	5:50
" 12	4:10	4:30	" 29	6:25	6:50
" 13	5:05	5:25	" 30	7:25	7:50
" 14	6:00	6:20	" 31	8:25	8:50
" 15	6:55	7:15			
" 16	7:50	8:10			
" 17	8:45	9:05			

High tide 6 hours before or after low tide.

Reparates.
Mrs. Jawback—Get right away from here, you nasty tramp, or I'll call my husband! Oliver Mudd—G'wan! Yer husband ain't home. Mrs. Jawback—How do you know? Oliver Mudd—Husbands of women like you never are to home 'cept for meals.—Cleveland Leader.

Under the Padding.
Nell—Miss Fit-Money says that 75 per cent of the fashionable women are not as shapely as they sometimes appear. Belle—How does she get that information down so fine? Nell—Being a dressmaker, she gets at the inside figure.—Philadelphia Ledger.

A Long Time Waiting.
Guest—I say, my man, how long have you been a waiter in this cafe? Waiter—About six months, sir. Guest—Oh, then it can't be you that I gave my order to!—Exchange.

Getting Even.
"Why do you suppose so many people say they like to listen to the rain?" "Stupid! Because the rain is such an unceasing dropper."—Baltimore American.



R. L. Smith is engaged overhauling and making repairs to his barn.

L. Zacharias and L. S. Andrews, two Atlanta traveling salesmen are visiting the trade today.

E. E. Grimes, East Coast, representative for the C. B. Van Dusen Company, of Jacksonville, is in the city today.

Mr. and Mrs. L. B. Ward, of New York City, have arrived and have rented one of the cottages belonging to L. R. Burns, on Cedar Street.

J. B. Russell, of Chicago, representing Foley & Company, spent a couple of days in the city, early in the week, in the interest of his house.

Miss Elizabeth Silvermail, leaves Monday for Wellesley, Mass., to resume her studies, after spending the holidays with her parents, Mr. and Mrs. Geo. Silvermail.

McCoy Brothers are engaged getting the Uncle Sam in trim for an excursion to Miami on the 9th. The trip will not be made unless a sufficient number of passengers be secured.

The next convention of the State Teachers' Association will convene at St. Augustine. A most successful convention recently closed at Miami. The association has a membership of about 900.

Our Women's Shoes

Madam, we ask that you take a look at our new Shoes. You can't help but notice how different they are from the kind of Shoes most stores sell. They have a handsome

"ade for You Alone Appearance."

We claim our Women's Shoes to be the perfection of Shoe making and we assume all risks.

Patent Kid, Patent Calf, Vici and Gun Metal Calf are some of the good leathers. Straight or swing lasts—medium or narrow toes, Cuban or regular heels—Lace, Button or Blucher—Our talk may be similar to that of other Shoe stores, but you'll see at once that our Shoes are different.

The Globe,

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We make a specialty of handling only the BEST.



Worthy books are not companions; they are solitudes.—Bailey.

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DINNER.
Oyster Soup, Roast Beef, Macaroni, Peas, Vinous Pudding, Coffee.

SUPPER.
Ham & Eggs, Lettuce, Creamed Potatoes, Tea Cake, Cocoa.

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We are showing a carefully selected stock of Millinery Goods, Ready-to-Wear Hats, in broad brims, toques, turbans, Tourists Caps in cloth, duck, linen and patent leather. Children's Wear in the rolling sailor middie caps, Tam o' Shanters, Napoleons and Continental shapes, also Infant's white silk and mull bonnets.

We give our personal attention to fitting and making custom from a choice selection of soft burlap, silks, laces, flours, wigs, etc. Thanking you for favors conferred, it will be our aim to merit patronage in the future. No. 6, South Beach St., Daytona, Fla.

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Books, News-Papers and Magazines

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THE MARLO AMUSEMENT CO. DAYTONA BEACH, FLORIDA.

Dancing Casino, Bowling Alley and Fishing Pier are now in operation. Skating Rink will be opened Jan. 3rd, every day and evening, with an orchestra every evening. Hot water salt baths after Jan. 15.

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For Lighting, Heating and Cooking. Call laundry and see machine in operation, can't be

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